

FILED VIA E-FILE

PATENT APPLICATION

Docket No. 14531.103

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

| | | |
|----------------------|----------------------------------|------------|
| In re application of | |) |
| | |) |
| | Peter T. Barrett |) |
| | |) |
| Serial No.: | 10/001,298 |) Art Unit |
| | |) 2612 |
| Filed: | October 19, 2001 |) |
| | |) |
| Conf. No.: | 2485 |) |
| | |) |
| For: | VIDEO SEGMENT TARGETING USING |) |
| | REMOTELY ISSUED INSTRUCTIONS AND |) |
| | LOCALIZED STATE AND BEHAVIOR |) |
| | INFORMATION |) |
| | |) |
| Examiner: | Shirley Chang |) |
| | |) |
| Customer No.: | 047973 |) |

AMENDMENT "B" FILED WITH RCE

VIA E-FILE AMENDMENT

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action of May 16, 2006, please amend the above-identified application as follows:

Amendments to the Abstract begin on page 2 of this paper.

Amendments to the Claims are reflected in the listing of claims which begins on page 3 of this paper.

Remarks/Arguments begin on page 9 of this paper.